

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Claims 1-44. (Canceled)

45. (Currently Amended) A method of providing marketing content to be displayed to a user viewing a page of information, comprising:

~~providing~~ associating a marketing object container corresponding to at least with a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

~~providing a selection~~ associating a plurality of marketing objects with the marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed in the portion of the page; associated for insertion into the marketing object container;

~~providing a selection~~ selecting a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user; and

receiving a request from the user to display the page of information;

in response to the request, analyzing the plurality of marketing attributes and the plurality of marketing objects in order to select the marketing objects to be displayed in the corresponding portion of the page of information, the selected determining, at substantially the time at which the page of information is to be displayed to the user, which of the selection of marketing objects having object attributes matching at least some of the match the selection of marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically
generating a display for a user, in the portion of the page corresponding to the marketing object
container, including marketing object information for a number of the selected marketing objects
~~matching the selection of marketing attributes~~ up to [[a]] the container capacity of the marketing
object container,

wherein the steps of associating the plurality of marketing objects with the
marketing object container and selecting the plurality of marketing attributes to be associated
with the marketing object container are able to be performed by an entity other than the provider
of the page of information.

46. (Previously Presented) A method according to claim 45, wherein:
the selection of marketing attributes further includes relationship information
defining relationships between at least some of the marketing objects.

47. (Previously Presented) A method according to claim 45, wherein:
determining which of the selection of marketing objects to display to a user
further includes examining a profile of the user.

48. (Previously Presented) A method according to claim 45, wherein:
the selection of marketing attributes further includes style information defining
how the marketing objects are displayed to the user.

49. (Previously Presented) A method according to claim 45, wherein:
the selection of marketing attributes further includes style information defining
how the marketing objects are displayed to the user.

50. (Currently Amended) A method of providing marketing content to be
displayed to a user viewing a Web page, comprising:
associating a ~~at least one~~ marketing object container with ~~at least~~ a portion of a
Web page to be displayed for a Web site, the marketing object container being associated with a

~~plurality including a selection~~ of marketing attributes and including information identifying a container capacity and at least one of a location and a size of the corresponding portion;
associating a plurality of marketing objects with the marketing object container;
tracking the behavior of a user of the Web site;
in response to receiving a request from the user for the Web page, analyzing the plurality of marketing attributes and the tracked behavior of the user in order to select the marketing objects to be displayed in the portion of the Web page, the selected marketing objects having object attributes matching at least some of the marketing attributes; and determining, at substantially the time at which the page is to be displayed to the user, which of a selection of marketing objects associated with the marketing object container to display to a user based on the selection of marketing attributes and the behavior of the user; and
in response to selecting the marketing objects to be displayed, dynamically
generating the Web page to be displayed, ~~after the determining step,~~ the portion corresponding to the marketing object container including marketing object information for a number of the selected marketing objects up to a container capacity of the marketing object container,
wherein associating the plurality of marketing objects with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are able to be performed by an entity other than the provider of the Web site.

51. (Previously Presented) A method according to claim 50, wherein:
the selection of marketing attributes further includes style information defining how the marketing objects are displayed to the user.

52. (Previously Presented) A method according to claim 50, wherein:
the selection of marketing attributes further includes relationship information defining relationships between at least some of the marketing objects.

53. (Previously Presented) A method according to claim 50, wherein:
determining which of the selection of marketing objects to display to a user further includes examining a profile of the user.

54. (Currently Amended) A method of marketing objects to users of a second party Web site, comprising:

providing a first marketing object container associated with a first party, the first marketing object container including information identifying a container capacity;

~~providing associating a plurality selection of marketing objects associated with of~~
the first party with the first marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed to a user; for insertion into the first marketing object container;

~~providing a selection selecting a plurality~~ of marketing attributes to be associated with the first marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to a user;

associating the first marketing object container with a portion of a Web page for a first Web site for a second party;

receiving a request for the Web page from the user;

in response to the request, analyzing the plurality of marketing attributes and the plurality of marketing objects in order to select the marketing objects to be displayed in teh portion of the Web page, the selected determining, at substantially the time at which the page is to be displayed to the user, which of the selection of marketing objects having object attributes matching at least some of the match the selection of marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically generating the Web page ~~,after the determining step,~~ to be displayed to the user, the portion of the page corresponding to the first marketing object container including marketing object information for a number of the selected marketing objects up to [[a]] the container capacity of the first marketing object container.

55. (Previously Presented) The method of claim 54, further comprising:

associating a second marketing object container for the first party with a second Web site for a third party, the selection of marketing attributes associated with the second

marketing object container determining which of the selection of marketing objects to be displayed in the second Web site.

56. (Previously Presented) The method of claim 55, wherein:
providing a marketing object for insertion in the first marketing object container also automatically associates the marketing object for insertion in the second marketing object container.

57. (Previously Presented) The method of claim 54, wherein:
the second party receives fees from the first party for hosting their marketing presentation.

58. (Currently Amended) A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code for ~~providing~~ associating a marketing object container ~~corresponding to at least~~ with a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code for ~~providing a selection~~ associating a plurality of marketing objects with the marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed in the portion of the page; ~~associated for insertion into the marketing object container;~~

computer code for ~~providing a selection~~ selecting a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user; and

computer code for, in response to receiving a request from a user, analyzing the plurality of marketing attributes and the plurality of marketing objects in order to select the

marketing objects to be displayed in the corresponding portion of the page of information, the selected determining, at substantially the time at which the page of information is to be displayed to the user, which of the selection of marketing objects having object attributes matching at least some of the match the selection of marketing attributes; and

computer code for in response to selecting the marketing objects to be displayed, dynamically generating a display for a user, in the portion of the page corresponding to the marketing object container, including marketing object information for a number of the selected marketing objects matching the selection of marketing attributes up to [[a]] the container capacity of the marketing object container,

wherein associating the plurality of marketing objects with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are able to be performed by an entity other than the provider of the page of information.

59. (Currently Amended) A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code for associating a at least one marketing object container with at least a portion of a Web page to be displayed for a Web site, the marketing object container being associated with a plurality including a selection of marketing attributes and including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code for associating a plurality of marketing objects with the marketing object container;

computer code for tracking the behavior of a user of the Web site;

computer code for, in response to receiving a request from the user for the Web page, analyzing the plurality of marketing attributes and the tracked behavior of the user in order to select the marketing objects to be displayed in the portion of the Web page, the selected

marketing objects having object attributes matching at least some of the marketing attributes; and
~~determining, at substantially the time at which the page is to be displayed to the user, which of a~~
~~selection of marketing objects associated with the marketing object container to display to a user~~
~~based on the selection of marketing attributes and the behavior of the user; and~~

computer code for, in response to selecting the marketing objects to be displayed,
dynamically generating the Web page to be displayed, after the determining step, the portion
corresponding to the marketing object container including marketing object information for a
number of the selected marketing objects up to a container capacity of the marketing object
container,

wherein associating the plurality of marketing objects with the marketing object
container and selecting the plurality of marketing attributes to be associated with the marketing
object container are able to be performed by an entity other than the provider of the Web site.